MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2021/2022

BMK3154 – SEMINAR IN WEB MARKETING

(All Sections / Groups)

12 AUGUST 2022
9AM-11AM
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This paper consists of ONE (1) page only excluding the cover page.
2. Answer **ALL** questions. Mark distribution for each question is given.
3. Please write all your answers in this exam paper.

ANSWER ALL QUESTIONS

QUESTION 1

There are FIVE (5) basic activities that people do online. Explain these activities with an example for each activity. You are required to use different companies for each activity.

20 Marks

QUESTION 2

Find a website that cater to kids (3-10 years old) and another that caters to senior citizens (60 years and above). Evaluate the site atmospherics for each and explain the differences.

20 Marks

QUESTION 3

The AIDA model suggests that consumers first become aware of a product before they develop feelings to and purchase it. Explain each step in the model with appropriate examples.

20 Marks

QUESTION 4

How do e-marketers use geographic segmentation and value segment to price products online? Explain your answer with appropriate examples.

20 Marks

QUESTION 5

Explain THREE (3) types of value-added functions performed in the distribution channel. Give appropriate examples for each type.

20 Marks

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